

Spring Workshop on Channel Management, Yield Marketing, Business Excellence

Rüschlikon - 10 June 2010 - Swiss Premium Hotels organized a one-day workshop for their partner hotels dealing with *Channel Management, Yield Marketing und Business Excellence* on Monday last, 7 June 2010 at the Seedamm Plaza, Pfäffikon SZ.

The CEOs', Marc Geissbühler of ghix.com, and Oliver Zurwerra of hotelpartner.ch talked about the latest developments in the areas of channel management and yield marketing, hotel rating systems, distribution channels and many other interesting topics. CEO Katharina Müllener, specialized in quality management and coaching, discussed about Business Excellence and how to reach defined goals and transfer visions into strategies.

Swiss Premium Hotels is a sales & marketing organisation working on behalf of personally managed, and usually owner-run, hotels. Both the group and its partner hotels are future-oriented and take active measures to market themselves. Last December they launched their own iPhone application. Furthermore, they plan to adapt swisspremiumhotels.com for mobile communication, to develop their own iPad application and to tackle social media marketing.

The currently 19 hotel complexes belonging to this fledgling organisation are located in Switzerland, France, Italy and the USA.

Further information:

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